

A New Public Relations Model Evolves

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May-11-09



From left, top, Nancy Moon and Victor Emmanuel. Bottom, from left, Jenifer Howard, Deborah Burns, and Kelley Connors.

A model in public relations has emerged through some of Fairfield and Westchester counties' top PR executives in the form of PR Synergy Plus www.prsynergyplus.com.

“The economy has created a unique opportunity for companies to dramatically increase market share as the recovery takes hold,” said Deborah Burns, founding member of PR Synergy Plus. “Our clients reap maximum results from their promotional budgets.”

The collaborative is comprised of public relations business owners, including Burns of Burns Communications in Fairfield; Victor Emmanuel of VJE Consultants in Port Chester, N.Y.; Nancy Moon of Moon Public Relations, with offices in Fairfield and New York City; Jenifer Howard of J. Howard Public Relations in Old Greenwich; and Kelley Connors of KC Healthcare Communications in Norwalk.

Each member of the group offers specialized types of public relations, including food and beverage, lifestyle, media to nonprofit, business-to-business, financial services and health care.

“We have known each other for many years,” said Burns.

When Burns founded her company in 2007, she also founded a PR consortium of select experts who each bring expertise to the table.

“What we found was after two years the core group was still together,” said Burns. “Based on our expertise, our senior talent, and the economy we thought what a perfect time to launch a company such as this. We all have 20-plus years experience in the industry so I think that’s the grounding factor. Respectively, we all bring tremendous depth of expertise in our sector and in our areas of expertise to our new company.”

Burns said the company was founded in response to the trend that many companies, particularly large to mid-sized companies, are looking to become more cost-effective and smarter marketers.

“They are seeking a more innovative, creative and transparent solution and partnership with agencies that are not charging overhead, and relegating them to the ‘B-team’ that is going to disappear in two years,” said Burns. “With PR Synergy Plus, clients have senior-level experts directing their PR business with no overhead and no turnover, which is very attractive and very rare.”

According to Howard, each member alerted their respective clients to the launch of the collective company and they have had positive feedback all around.

“They understand that my day-to-day relationship with them isn’t changing, but they have a wealth of experience now that I can pull in when needed,” said Howard.

Emmanuel said this new business model has staying power.

Emmanuel said that transparency and experience have been key to the growing process of the venture which has been in talks for two years.

“We all speak the same language,” said Howard. Howard added that each member of the team has acted as confidential advisors for one another in the past, though now it has achieved a formalized incarnation.

Nancy Moon, added, “My premium brand consumer products, green, entertainment, lifestyle and non-profit clients can now tap into a brain trust of experts who will help accelerate their business.”

Burns said the model applies to larger companies that can benefit from multiple members being involved in the business relationship at anytime.

“We see joining forces as a way of expanding our capabilities,” said Howard.

According to Burns the PR Consortium, which is a much bigger group, is still up and running and in the future may provide enhancements in the future of PR Synergy.

“We feel that we’re really in a new game,” said Connors. “We can make a bigger difference for clients at a price that the new economy demands.”

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